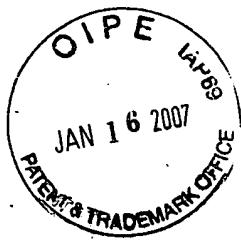


MET2.PAU.23



MS AF  
REPLY UNDER 37 C.F.R. § 1.116  
EXPEDITED PROCEDURE  
EXAMINING GROUP

UNITED STATES DEPARTMENT OF COMMERCE  
PATENT AND TRADEMARK OFFICE  
PATENT EXAMINATION BRANCH

In re the Application of:  
KLARFELD et al. )  
Serial No.: 09/963,335 )  
Filed: September 24, 2001 )  
For : SYSTEM AND METHOD FOR )  
PERSONALIZED TV )  
Irvine, California 92612  
)

MS AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria VA 22313-1450

**AMENDMENT IN RESPONSE TO THE AUGUST 10, 2006 FINAL OFFICE ACTION**

Dear Sir:

In response to the office action on August 10, 2006, please amend the above identified application as follows: **Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper. **Remarks** begin on page 6 of this paper.

Please charge any additional fees to our Deposit Account No. 01-1960. A duplicate copy of this page is enclosed for that purpose.